

20X

ALBERTA TODAY

...the triumph of the last decade,
is fixing its muscles for a new round of
development. From the rolling prairies of the
south to the awakening inland empire of the
north, this richly-endowed province is on the
march.
"ALBERTA TODAY" is the story of a vigorous
imaginative people reaching for the glittering
horizons of 1962.

PUBLISHED BY THE ALBERTA WEEKLY
NEWSPAPERS ASSOCIATION

APRIL, 1962

Pembina
News
Advertiser

Buy The
Best...
BUY ALBERTA

Changing Skyline

Across the broad face of Alberta, a forest of steel is being etched against the skyline as new manufacturing plants, producing hundreds of different products, sprout from the flat fields. In a scant few years, the province has sprouted from a basically agricultural economy to young gianthood among Canada's industrial provinces.

ON THE ROAD ...
AT THE WORK-SITE ...
AT THE CAMP-SITE ...



The TRAILER

That's TOPS!



INDUSTRIES LTD.
PHONE 68 8071 - 400-10th St. - EDMONTON, ALBERTA



... cement plants—a well-rooted Alberta industry

Crude oil production in 1960 was Canada's last year recorded as the lands reached during the first half of 1960-61.

SOLID Comfort

SAVINGS - CLEAN EFFICIENCY - GUARANTEED INSTALLATION
You are sure of all this and more, from a KIRK's designed and manufactured AUTOMATIC HEATING UNIT. Designed and built in Canada to meet the demand of heating requirements for Western Homes.



THE SAVING IS AMAZING!

You are sure of all this and more, from a KIRK's designed and manufactured AUTOMATIC HEATING UNIT. Designed and built in Canada to meet the demand of heating requirements for Western Homes.

- LOOK AT SOME OF THE FEATURES ...
1. Forced Air Ball System Blower.
 2. Pre-wired Control Panel.
 3. Electric Gas Thermostat.
 4. Auto Pilot Washable Filter.
 5. Deluxe Comforter Bed Fold-out.
 6. 30% Savings Heating Capacity.

Trade-in your present oil, propane, coal or natural gas furnace for a new 1961 KIRK'S for full particulars, write for us!

Kirk's Heating Limited
THREE HILLS, ALBERTA

DAD'S COOKIES



Made in Alberta Since 1924



THE KING EDWARD

Conveniently located in the downtown and business area. Television and Radio in most rooms. Modernity rules.

WE ALBERTANS ARE PROUD OF OUR PROVINCE

And well we should be. The history of our province is one of continued advancement. Transcendence progress to make possible, one as in the past, by Albertans working together toward the future prosperity and happiness of this land and it's people. We can all do our share by closely looking for and buying Alberta Made Products.

When in Edmonton Stay At ...



SYMBOL OF PARTNERSHIP

Albertans use these lighted derricks often. Wherever they are — in the night blackness by one of our modern highways, or off in the wild foothills — they symbolize two partners working together for a better, more prosperous Alberta.

Electricity and natural gas provide the energy and raw material for Alberta's industrial program. Northland Utilities is proud to have played a role in the development and distribution of these key resources.

As new industries move to Alberta, Northland is growing and developing to meet their needs for low-cost fuel, raw material and power in the form of natural gas and electricity.



"Natural Gas and Electric Service for Better Living"



... Alberta fields at harvest-time

Alberta Power Potential Big

One of Alberta's greatest assets is its abundant water power. The province's potential for hydroelectric power is estimated at about 1,000,000 horsepower. This is a vast potential, and it is one that is being developed by the province's power companies.

In 1955, the average person in Alberta consumed about 100 kilowatt-hours of electricity. This is a small amount compared to the average person in the United States, who consumes about 1,000 kilowatt-hours. However, the province's power companies are working to increase the availability of electricity to all parts of the province.

"Plastics," Byword Of '62 Living, Loom Large In Industrial Future

The magic word of modern living is "plastic." We use it every day because it has become an integral part of our life and landscape. Every definition tells us that "plastic" is an adjective that means "easily shaped or molded." In recent years, it has become a noun, referring to the synthetic materials that are being used in a wide variety of products.

TRULY ALBERTAN

Nu-Maid DAIRY PRODUCTS

Butter — Ice Cream — Cottage Cheese
Milk — Cream — Cheddar Cheese

AVAILABLE THROUGHOUT ALBERTA

Northern Alberta Dairy Pool Limited

HEAD OFFICE, EDMONTON

Owned by Farmers Supplying Raw Products

Growing With Alberta AND SERVING FARM PEOPLE

Since 1923, when Alberta farmers joined together to set up their own grain marketing co-operative, the Alberta Wheat Pool has been growing with Alberta. Today the Pool is one of the province's large and successful business organizations. It is distinctive, however, in that it is entirely owned and controlled by the farmers it serves.

- WORKING FOR FARMERS**
- 40 COUNTRY ELEVATORS
 - 87 AGENCIES
 - 1 SEED CLEANING PLANT
 - 12 SEED WAREHOUSES
 - 3 TERMINAL ELEVATORS
 - 1 HEAD OFFICE BUILDING

POOL ELEVATORS OFFER SERVICE AT COST
Over the years the Alberta Wheat Pool has been operating on a service-at-cost basis, with earnings being returned to members on a patronage basis.

Patronage dividends, on a per-bushel basis, in the past five years have been as follows:

Year	Without & Post	Rate
1954-55	1.1	cents per bushel
1955-56	1.5	1.1
1956-57	1.8	1.3
1957-58	2.2	1.5
1958-59	2.5	1.7

These dividends have been paid in excess of full market value for grain, providing beyond a doubt that — POOL PATRONAGE PAYS.

ALBERTA WHEAT POOL FARMER-OWNED CO-OPERATIVE

This year it will pay you to join with your neighbor in delivering to your local Alberta Wheat Pool elevator.

Alberta Forests Basis For Humming Industries

Cradles of shade trees rising through stands of timber, Alberta's forests are the province's most valuable natural resource. They are the basis for a wide range of industries, from the lumber mill to the paper mill, from the sawmill to the pulp mill, from the timber trade to the forest products industry.

With stands of timber increasing steadily in 1961, and a tapered-off growth in 1962, the province's forest resources are expected to continue to grow at a steady rate.

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A big bang in the forest industry is expected to come in the form of a new forest products plant in the province.

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the year amount to an estimated 100,000 cords, providing the first stage of production for the forest products industry.

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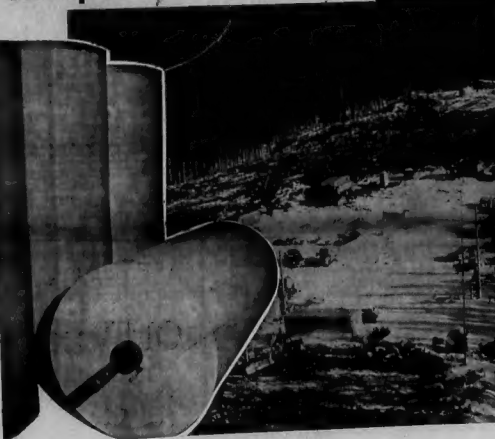
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From Alberta's Forests Newsprint for the World



Soon Under Construction

The New
AlbertaWest Newsprint Mill
Whitecourt Alberta

Plans are going ahead for an early construction date at our new plant at Whitecourt, weather permitting. Newsprint, as good or better than is now available will be in production by late 1963 or early 64. Daily production will be 300 tons, 102,000 tons per year. Employment will be available for 700 men in the local community.

Help Alberta Progress — Buy and Use Alberta made products.

ALBERTAWEST FOREST PRODUCTS CORPORATION LTD.

LOOK TO ALBERTAWEST FOR THE BEST — IN HIGH QUALITY NEWSPRINT.



Shasta 3 bedrooms on both sides of a full basement garage.

Architect Designed

MUTTART HOMES ARE ARCHITECTS FOR TRUE COMFORT AND LASTING VALUE

Northwest House has been designed by M. S. Muttart, A.I.A., and is the finest in the series of architect in his design.

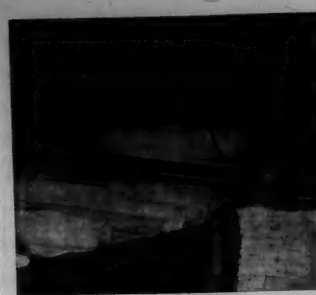
Architect Designed

SEND COUPON TODAY

MUTTART HOMES, 100 St. James Street, Whitecourt, Alberta

ALBERTA

MUTTART HOMES



... to be manufactured into paper



... bound for the sawmills



... to be manufactured into paper



... to be manufactured into paper

In 1961, the new battle waged over the forest resources of Alberta. The new battle waged over the forest resources of Alberta.

Forest Fire Prevention Is Your Responsibility



TAXPAYER — Remember these safety rules

1. Do not have a burning fire.
2. Never leave a fire unattended.
3. Never leave a fire unattended.
4. Never leave a fire unattended.
5. Never leave a fire unattended.
6. Never leave a fire unattended.



CAMPERS —

Choose a safe place or clear a patch of ground for your campfire, keeping it well away from any flammable material.

When you are finished be sure the fire is out — safely — by dousing it with water or covering it completely with dirt so that it will not start up again.



TRAVELLERS —

Your car has an address. Be sure you get it right and matches in the address. Do not throw burning cigarettes or cigarettes out of your car windows. If you do it a fire that may be out of control, only the material Forest Ranger, S.C.P., or Municipal Office.

Everyone Loses When Forests Burn

PREVENT FOREST FIRES

KEEP ALBERTA GREEN

THE PROVINCE OF ALBERTA

DEPARTMENT OF LANDS AND FORESTS

R. E. KELTUS, Director of Forestry

Old Vienna Lager Beer, a product of O'Keefe Brewing Co. Ltd., is now made in Alberta and available at local prices. After several months of research and development in the Bohemian Maid plant in Edmonton, this quality product will be produced to strict specifications supervised by O'Keefe Brewmasters. The O'Keefe Brewing Co. was founded in 1846 and is thus one of the oldest brewing companies in Canada. The Bohemian Maid Brewing Co. Ltd. joins with the O'Keefe Brewing Co. Ltd. to produce this beer and will continue to make Bohemian Maid Brands as well as Old Vienna Lager.

O'KEEFE BREWING CO. LTD.

COMPANY, LIMITED
 Ltd.
 London • Woking

ALBERTA'S PULP MILL

WHENEVER YOU USE PAPER, YOU ARE SUPPORTING A THOROUGHLY CANADIAN INDUSTRY. WHILE NORTH WESTERN PULP & POWER LTD. DOES NOT MAKE PRODUCTS THAT REACH YOU DIRECTLY IN RETAIL FORM, MANY WHITE PAPER PRODUCTS YOU BUY CONTAIN SOME ALBERTA HI-BRITE



Eight papers... improved by a single pulp—Alberta Hi-Brite!

Have your paper—and Alberta HI-BRITE Pulp will help you make it better! Now proved is more than one hundred North American paper mills. HI-Brite is truly the modern pulp for modern, quality papers.

Why does HI-Brite do so much more than ordinary pulp? First, it's produced exclusively from northern spruce and lodgepole pine. Second, HI-Brite pulp is "cold-blended" from Kananis continuous disintegrators to preserve the bonding strength of the long, thin fibers. Third, HI-Brite's ultra-modern bleaching process actually improves the inherent strength of the unbleached fibers.

HI-Brite... and HI-Brite alone... has this

unique combination! The result—a uniform pulp of pleasing whiteness with outstanding bonding properties! Let the full story on Alberta HI-Brite Bleached Sulphate Pulp... and the advantages it offers your paper-making operation. St. Regis Paper Company, 180 East 42nd Street, New York 17, N. Y.

KRAFT DIVISION

St. Regis
PAPER COMPANY

NORTH WESTERN PULP & POWER LTD.

HINTON, ALBERTA

EXCLUSIVE MANUFACTURERS OF ALBERTA HI-BRITE

BLEACHED SULPHATE PULP

Annual Production 170,000 Tons, Valued At \$25,000,000,
Annually Consuming 300,000 Cords Of Alberta Wood.

Sole Sales Agents — U.S.A. and Overseas — St. Regis Paper Company, New York; In Canada — St. Regis-Consolidated Packaging Limited, Montreal.